

## Giving Tuesday Sample Scripts

Giving people a script or at least script prompts is important. As people get comfortable being on the phone, they will use the script less and less, but it gives them confidence to have it initially.

When writing your fundraising cold call script, keep in mind the demographic. It will help you build a rapport with the potential donor. For example, if you are calling a slightly older demographic, remember to speak slower and engage in polite banter. A younger demographic may be more receptive to a script that is to the point and shows that you value their time as well. If you feel the caller is willing and wanting to know more about the organization. Exchanging information often provides long-term donors.

All scripts need to have these common features:

- The script starts with what I call a **“stay-in-control” opening**. It increases the likelihood that you’ll actually get to your main point. Tell your prospect your name and your organization’s name right away, and then be the first one to ask a question. Nothing kills momentum like your prospect asking you, “Who’s calling?” or “What’s this regarding?” Stay in control at the outset.
- The next section is **flexible building rapport**. Start with an easy Yes/No question. I have a lot of success with *Did I catch you at a good time?* Truth is, it’s never a good time for an unsolicited phone call! If the prospect hems and haws a bit, you can get an easy, rapport-building laugh by following with *When is it ever a good time!?* And here’s the flexibility part. If your prospect seems chatty and not pressed for time, go deeper with an open-ended (Who, What, When, Where, Why, How) question. Prepare for this when building your call script.
- Next, **get to the point**. In this example, it’s Giving Tuesday with a great Matching opportunity.
- Then **answer the Why me? question**. You already did this in your pre-call mailings and eNews letter. Briefly touch on those same reasons for wanting to get together. Don’t belabor it but do provide relevant context for your outreach.
- Get back to your Giving Tuesday offer, and again, do all the work. Your goal here is to **make the call seem easy and familiar**. Finally, stay in control and ask *Can I count on you for a gift of [redacted]? This is a little salesy, but it works.* And again, you’re doing all the work and suggesting dates. A generous gift of \$100 from you will actually be matched and provide (see calculator for calculated amount) [redacted].

Don't forget these important steps:

### **#1 Introduce Yourself**

Always ensure the person you are talking to knows your name, foundation, and purpose. Do not be discouraged if they hang up, or instantly resist the phone call. It's hard to find the right time to talk someone who isn't expecting your call.

### **#2 Start with a courtesy question**

Starting with a show of courtesy is essential when fundraising through a cold call. It is often what keeps the prospective donor interested.

### **#3 Offer Germain information**

Yes, you have introduced yourself, and who you represent, but if you keep a potential donor on the line, you need to give background information about your foundation. Keep it short and bring attention to the important work your organization has done.

### **#4 Ask the important question**

The donor is still on the line. You then want to make the initial request for assistance or donation in a non-invasive way. Abrupt questions turn the person off on the other end. Briefly mention the power of small frequent donations from people like them and what your organization has achieved and will continue to, thanks to donors like them.

### **#5 Try and ask for more ... make a BIG Ask**

You can be more aggressive as the prospect continues to want more information. In some cases, a higher donation comes through this process.

### **#6 Close well**

Regardless of whether or not the prospect donated funds, the close should always be friendly and inviting because people are known to change their mind. Don't write them off. Instead, mark them on your donor list and send them informational material about your organization over email.

## When Leaving a Message

I change it up a little when leaving a message:

*Hello, this is [your name] calling from [organization]. I hope you're doing well.*

*We're working hard to stay in touch with our donors. We want to know what you're up to. And we want to share info about a key project, Giving Tuesday, here at [organization]!*

*I will follow-up via email and share some links that will give you great information about what we are doing and the tremendous matching gift we have this year that can make every dollar of you donate worth \$4.35 more. Hope we can connect soon!*

Pretty similar to a phone script – just without the rapport-building stuff.

It's important to hold onto the initiative even when leaving messages. The last line above does this. You're letting your prospect know you'll take the next step and you're telling him exactly what that will look like.

## Sample Script #1

"Hello, is this \_\_\_\_\_?"

(IF YES)

"I'm **Sally Goodperson** and I am on the **board / staff** of the \_\_\_\_\_. Do you have a few minutes to talk?"

(IF YES)

"Last **week / month** we sent a letter to all our **constituents** asking for a Giving Tuesday donation to our important work, and we are following up with people we haven't heard from to see if you have any questions or concerns about what we are up to, and to see if you will be able to help us reach our annual goal that has a 435% match from Beracha."

(PAUSE)

(The person you are calling may well say something here, such as "I meant to get to that" or "I thought I sent something in." Or "I'm just not able to give anything extra right now." Whatever they say, you can respond to, but be sure to give them a little room to speak.)

Wait just a couple of seconds, and if they don't say anything, continue:

"Did you get the mailer?"

(IF YES)

"Then you may remember that we are really excited about our Giving Tuesday project" (or whatever YOU, the caller, are most excited about that was mentioned in the letter. You will do best if you talk about something that is exciting to you.) Say one or two SHORT sentences about the work of your organization, then:

"Did you have any questions or suggestions about what we are doing?"

PAUSE

If yes, respond. If "No, I just haven't had time to look at it" or something like that, continue:

"We rely on Giving Tuesday donation help us cover all costs associated with much needed technology that makes our **ministry work possible and more efficient**. People like you make our work possible. Would you help us reach our goal with a donation of \$ \_\_\_\_\_?" (see calculator for calculated amount) \_\_\_\_\_.

(IF YES)

If yes, then get their credit card information if possible, or direct them to your website to give online or offer to send them a return envelope.

If they do say they “will send something” send them a thank you note with a return envelope in it. *(You’ll have much higher return that way).*

(Focus-Thoughts)

*I would focus the calls on people who are long time members because those are the ones who are most likely to give again and to be nice about the call. If someone says they don’t like these kind of calls, tell them you will make sure they are put into the “DO NOT CALL” part of your database. (Make sure they know that nonprofits are exempt from the DO NOT CALL federal laws, though.)*

*If the person seems rushed or answers, “No, I can’t talk” or “No, I can’t help you” or just seems put out in some way, just wind up the conversation by saying something like:*

*“I’m sorry to have caught you at a bad time. May I call back later?”*

OR

“I’ll only take a moment of your time. I just called to see if you would consider a donation to help us take advantage of this one-time matching gift this year, and to answer any questions or concerns you might have about our work. You can find out more about what we are doing by looking at our website, and you should feel free to contact our director if you want.”

If they say they can’t help, thank them anyway.

Always end with:

“Thanks for talking with me.”

## Sample Script #2

Hi - I'm (Full Name) a (Staff Member / Volunteer / Board Member) calling from (Organization Name). Is this (name)?

How are you (name)? I hope you are having a great day ... Good. I'm glad to hear it! OR (respond to their specific response)

Did I catch you at a good time? ... [OPTIONAL: When is it ever a good time, right!]

I understand you are a donor in [program name or type of donations made in past] from (Organization Name). ...is that correct?

Great! Thank you so much for your support. It means so much to our mission and ministry. I'm reaching out to see if you would consider donating once again for our upcoming Giving Tuesday? This year, the Beracha Foundation is going to match every donation with \$4.35 for every dollar provided by our donors and the funds will be used to cover all our annual need for much needed technology that helps run our (mission / ministry). Giving Tuesday is all about making us more efficient and better at communicating the (Gospel) Message / being effective at: \_\_\_\_\_). People like you make our work possible. Would you help us reach our goal with a donation of \$ \_\_\_\_\_?" (see calculator for calculated amount) \_\_\_\_\_.

We're working hard to stay in touch our donors. We want to know what you're up to and what an important part of this (mission / ministry) you are.